

OFFICER: Lee Walton (01935) 462324 [Item 4]
APPL.NO: 07/00655/ADV APPLICATION TYPE: Advert Application
PARISH: Crewkerne WARD: CREWKERNE TOWN
DESCRIPTION: The display of an internally illuminated fascia sign and an internally illuminated projecting sign (GR 344091/109687)
LOCATION: Boots The Chemists Ltd 8-10 Market Street Crewkerne Somerset TA18 7LA
APPLICANT: Boots The Chemist
AGENT: Wood And Wood Signs Atten. David Rowse Heron Road Sowton Estate Exeter Devon EX2 7LX
DATE ACCEPTED: 20 February 2007

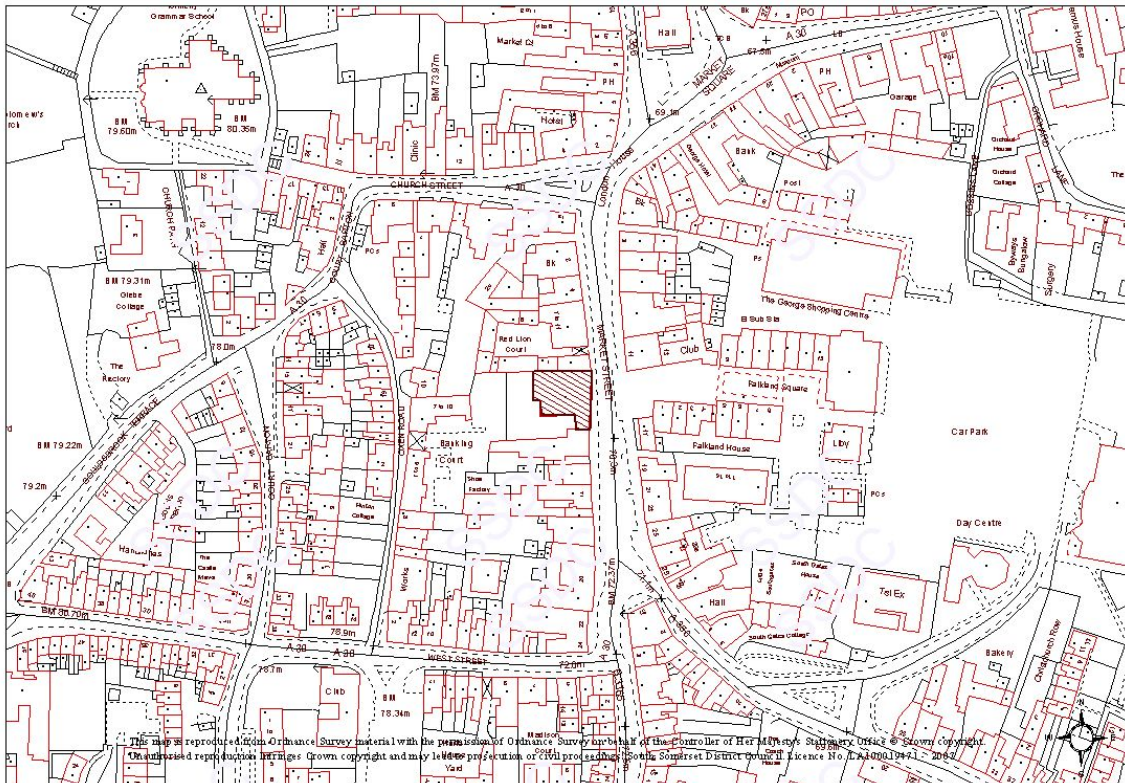
REASON FOR REFERRAL TO COMMITTEE:

Ward Members have asked for this application to be referred to the Committee because of concerns about the introduction of internal illumination.

SITE DESCRIPTION AND PROPOSAL:

The applicant's site is designated part of the development area, part of the town centre and conservation area and is also designated a listed building (grade II) for which a separate listed building consent is being considered concurrent with this application.

The proposal seeks advertisement consent for display of an internally illuminated fascia sign and an internally illuminated projecting sign.



PLANNING HISTORY:

Various permissions and consents. The current signage was granted consent under 89/01578.

POLICY CONTEXT:

The Town and County Planning (Control of Advertisements) (England) Regulations 2007.

Section 38(6) of the Planning and Compulsory Purchase Act 2004 repeats the duty imposed under 54A of the Town and Country Planning Act 1990 and requires that decisions must be made in accordance with relevant development plan documents unless material considerations indicate otherwise.

Relevant Development Plan Documents:

Regional Spatial Strategy

VIS1 - Expressing the Vision

VIS2 - Principles for Future Development

EN4 - Quality of the Built Environment

Somerset and Exmoor National Park Joint Structure Plan 2000

STR1 - Sustainable Development

STR5 - Development in Rural Centres and Villages

South Somerset Local Plan 2006

ST6 - Quality of Development

EH1 - Conservation Area

EH3 - Listed Buildings

EH5 - Setting of Listed Buildings

MS7 - Control of Advertisements

CONSULTATIONS AND REPRESENTATIONS:

Town Council

Refusal. Internally illuminated unacceptable within conservation area.

County Highway Authority

No observations.

SSDC Technical Services

No comments.

Historic Conservation

No objection.

There were 13 neighbour notification letters issued. A site notice was posted (listed building in conservation area) and an advertisement published. There have not been any responses.

CONSIDERATIONS:

The main considerations relate to Highway safety and amenity issues in accordance with class 3 of part 1 of the Advertisement Regulations.

Given that the site is within the main town centre area and involves a fascia display to a retail unit it is considered that there are no matters arising relating to highway safety. The Highways Officer raises no observations.

Concern is raised by the town council on the basis that the proposal is for an internally illuminated signage. There is a line to be drawn between the use of the older type of signage that is in effect a light box illuminating the entire surface of a sign whereas the current proposal is for a discrete illumination restricting light to the actual letters of the signage and to the logo which is 'picked out' against the predominant background that is not illuminated in any way.

Clearly there are different approaches taken to different types of conservation area where a commercial presence in a village conservation area will seek traditional timber, paint and external lighting through to the City of London approach that does not necessarily stand in the way of corporate signage in modern materials.

The conservation officer raises no objection to the proposal. While internal illumination is involved this is of a most discrete nature and quality quite opposed to the more traditional and rough appearance that has given rise to opposition against internal illumination. The current proposal would not detract from the character and appearance of the conservation area, the character of the listed building and given the commercial nature of the town centre is considered acceptable.

RECOMMENDATION:

Grant Advertisement Consent

The proposal is considered acceptable given the commercial nature of the town centre and satisfies policy MS7 of the South Somerset Local Plan 2006.

1. This consent shall expire at the end of a period of five years from the date of this decision notice.

Reason: Required to be imposed pursuant to paragraph 14 (7) (a) of the Town and Country Planning (Control of Advertisement) Regulations 2007.

2. No development hereby granted consent shall take place before details of the level of illumination (brightness) has been submitted to and agreed in writing by the Local Planning Authority. Such details as may be agreed in writing by the Local Planning Authority shall be undertaken as part of the consent granted.

Reason: In the interests of visual enjoyment and the character and appearance of the conservation area in accordance with policies ST6 and EH1 of the South Somerset Local Plan 2006.

3. Illumination shall be in accordance with the approved drawings and shall highlight individual characters, picking out detail in logos with all other areas of the sign to be of opaque materials.

Reason: In the interests of character and appearance of the conservation area and listed building in accordance with policies EH1, EH3, ST6 and MS7 of the South Somerset Local Plan 2006.
